



Arizona Office of Tourism
1110 W Washington Street, Suite 155
Phoenix, AZ 85007
Attention: Procurement/Purchasing
(602) 364-3709

Grant: Fiscal Year 2009 Teamwork for Effective Marketing (TEAM)

**Due Date: Grant Applications must be received at the AOT office no later than
5:00 p.m. Friday, April 18, 2008**

Application Guidelines

OFFICE LOCATION

Arizona Office of Tourism
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Attention: Mary-Ellen Kane

Agency Contact

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ARIZONA OFFICE OF TOURISM TEAMWORK FOR EFFECTIVE MARKETING GRANT

Purpose

The Teamwork for Effective Arizona Marketing (TEAM) grant program provides communities, tribes and tourism organizations with matching grant funding to help stimulate and expand travel and tourism throughout the state.

The TEAM grant program provides financial assistance for development of effective tourism promotion projects at the local, regional and statewide level. These tourism promotion activities, in combination with the international, national and regional marketing efforts of the Arizona Office of Tourism (AOT), are intended to manage a sustainable tourism industry throughout Arizona.

AOT works with Destination Marketing Organizations (DMOs), regional tourism organizations, statewide tourism associations and tribal entities to achieve these goals.

The strategic mission of the TEAM Grant Program is to help communities achieve their vision to improve the local economy by strengthening Arizona's tourism partnerships and extending the State's brand to position Arizona as the preferred travel destination.

These documents supersede all guidelines issued for any previous fiscal year TEAM grant program.

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1 Eligibility

To qualify for TEAM grant program funding, organizations must be exempt from federal income tax under section 501(c)3 or 501(c)6 of the Internal Revenue Code. Applicants must include a copy of their documentation from the Internal Revenue Service with the application that identifies the organization's 501(c)3 or 501(c)6 status. Applicants shall not use the 501(c)3 or 501(c)6 status of another organization. Tribes and municipalities are exempt from the 501(c)3 or 501(c)6 status requirement as they are government entities. **Applicants must also meet the criteria of at least one of the following three categories:**

1.1 An Arizona based Destination Marketing Organization (DMO) – an incorporated not-for-profit organization or governmental unit that is responsible for the tourism promotion and marketing of a city, town, or region on a year-round basis. Only one DMO will be awarded funds per city, town or region.

1.2 An Arizona based statewide tourism association that represents entities that rely on tourism-related business for a majority of their income.

1.3 Tribal tourism entities that wish to market existing tourism attractions and tourism facilities.

2 Funding

AOT will provide up to 50 percent in matching funds for awarded grant applications. Combined matching awards for Individual and Regional applications cannot exceed \$40,000 per applicant. Combined matching awards for Individual with a Not-For-Profit Partner and Regional applications cannot exceed \$60,000 per applicant.

2.1 Individual Applications: Individual applications are eligible to receive up to \$30,000 in matching funds. Each individual entity can have a maximum of two applications (one Individual and one Regional application). Those entities having two applications cannot exceed \$40,000 as the combined total award from AOT. For example, if an entity submitted an individual application for \$30,000 and a regional application in which they contributed \$40,000, the maximum amount that could be awarded to the entity for both applications is still \$40,000. Regardless of the number of applications, no one individual entity may receive more than \$40,000.

2.2 Individual with a Not-For-Profit Partner Applications: Individual with a Not-For-Profit Partner applications are eligible to receive up to \$50,000 in matching funds. Only DMO's that submit an application for a coordinated marketing effort with a local not-for-profit tourism organization are eligible. The partnership must be included in the DMO's marketing plan. Each individual entity can have a maximum of two applications (one Individual with a Not-For-Profit Partner and one Regional application). Those entities having two applications cannot exceed \$60,000 as the combined total award from AOT. For example, if an entity submitted an Individual with a Not-For-Profit Partner application for \$50,000 and a regional application in which they contributed \$40,000, the maximum amount that could be awarded to the entity for both applications is still \$60,000. Regardless of the number of applications, no one individual entity may receive more than \$60,000.

- 2.3 Regional Applications: Regional applications are eligible to receive up to a maximum of \$130,000 in matching funds cumulatively for all partners in the region. A region consists of a group of three (3) or more incorporated, non-profit organizations or governmental units that promote three (3) or more communities as a single regional tourist destination. Regions are not limited to those marketing regions previously identified by AOT for promotional purposes. Each regional partner must be the designated DMO for its respective community.
- 2.3.1 All participating DMOs must have a verifiable tourism marketing budget no later than July 1, 2007; thereby demonstrating that the DMO is an established entity.
 - 2.3.2 The maximum award amount is \$40,000 per eligible entity and \$130,000 for the region.
 - 2.3.3 Each regional partner must contribute a minimum of \$1,000 in matching funds.
 - 2.3.4 All regional applications must provide evidence that the region can support a five-day tourist-oriented itinerary and a combination of at least 500 hotel beds, campground sites and/or recreational vehicles sites within the region. This documentation must be included in the Supporting Documentation, Section E, of the application.
 - 2.3.5 All regional advertising and promotional projects receiving funding through the TEAM grant program must incorporate product information and the names of all participating regional partners.
 - 2.3.6 Effective with the FY2009 TEAM grant, 10 additional points are not available for regional applications.
- 2.4 Matching Dollar Requirement: The TEAM applicants' matching funds must be equal to at least 50 percent of the total project budget. Applicants may not use state funds received from any state agency as matching funds for TEAM. Any TEAM Grant awarded for FY 2009 will be automatically revoked if any portion of the match is provided with any other state funds.

3 **Agency Initiatives Project Guidelines**

AOT is encouraging TEAM applicants to develop strategic and innovative projects by providing direct incentive funds of up to \$5,000 (no matching funds required), for projects that incorporate one of the following AOT initiatives: Branding, Arizona Origins or Go Green. Direct incentive funds will be awarded in addition to the matching funds for the eligible project.

The AOT Initiative Project must be a component of a project identified in **Section C: Additional Project Elements** of the TEAM application. Applicants wishing to apply for direct incentive funds must complete the TEAM FY 2009 AOT Initiative Funding Request Form and submit it with the completed application. Only one project from each TEAM applicant will be considered for direct incentive funds. The project will be evaluated within the context of the entire TEAM application by the evaluation committee. Applications that do not score high enough for TEAM Grant funding are not eligible for direct incentive funds.

Matching requirements must be met in order for the AOT initiative project to receive direct incentive funds. Direct incentive funds **may not** be used for the match. Direct incentive funds will be reimbursed at the completion of the TEAM project. Direct incentive funds shall not exceed \$5,000 or the total cost of the project, whichever is less.

For example, if the TEAM project totals \$13,000, based on the TEAM grant program 50% matching dollar requirement, the TEAM applicant would be eligible to receive \$6,500. However

if the project qualifies as an AOT initiative project, the TEAM applicant would be eligible to receive direct incentive funds of up to \$5,000, for a total award amount of up to \$11,500. After the award, but before the project commences, the AOT Initiative Project must be submitted for final review and approval by AOT. The AOT Initiative Project must be completed and paid for before the TEAM participant can receive reimbursement and the direct incentive funds.

3.1 Branding: AOT created a recognizable and distinguishable brand that embodies the core brand promise for Arizona: *Inspiring Unforgettable Southwest Moments*. Through AOT incentive funds, AOT is encouraging communities to define their own place within the Arizona brand. **Only Print Placement/Production projects as outlined in Section C: Additional Project Elements are eligible.** The advertisement must be designed to represent one of the following AOT brand dimensions:

- Unexpectedly Exhilarating Signature Scenery
- Rejuvenating Open-Air Lifestyle
- Timeless Discoveries
- Vibrant Variety

3.1.1 Key Elements - Projects will be evaluated using the following key elements of the brand dimension.

3.1.1.1 Unexpectedly Exhilarating Signature Scenery

- Foreground framing background
- Contrast of hard, soft shapes, shadows and highlights
- Dramatic scale, experiential and awe inspiring
- Sense of surprise
- Natural saturation of color

3.1.1.2 Rejuvenating open air lifestyle

- Natural, un-posed, open and airy
- Grounded by human component
- Dominance of light fields over dark
- Sense of movement
- Natural saturation of color

3.1.1.3 Timeless Discoveries

- One strong dominant shape
- True heritage elements
- Rough and aged; richly textured natural materials
- Revealing highlights
- Authentic, not staged
- Unexpected and unique

3.1.1.4 Vibrant Variety

- Saturated, bold and contrasting colors
- High energy
- Expression of Creativity
- Deliberately framed, straightforward and full of movement
- Warm fresh colors
- Layering, juxtaposition of different elements

For additional information on the brand dimensions and key elements please refer to the following website, www.azot.gov/branding/

- 3.2 Arizona Origins: Arizona Origins is a new geotourism initiative launched by AOT. The initiative focuses on the State's unique cultural, environmental, historical and heritage assets, bringing a more holistic approach to celebrating these uniquely Arizona attributes. AOT is encouraging communities, organizations and regions to develop Arizona Origins projects. **Only Product Development projects as outlined in Section C: Additional Project Elements are eligible.**

Arizona Origins projects must meet the following criteria to be eligible for direct incentive funds:

- Demonstrate an understanding of broad “Geotourism” and “Arizona Origins” concepts and how the project supports the concepts.
- Demonstrate efforts to sustain or enhance the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents.
- Demonstrate the ability to promote conservation and extend the principle beyond nature travel to encompass culture and history, as well as all distinctive assets of a place.
- For regional applications only: Demonstrate the ability to collaborate with other Arizona Origin products to collectively provide a unique, enhanced experience.

For additional information on Geotourism please reference the Geotourism toolkit at <http://www.azot.gov/section.aspx?sid=49>. Additional information on Arizona Origins may be found at www.ArizonaGuide.com.

- 3.3 Go Green: AOT is encouraging communities and organizations to develop programs that make a commitment to continuously improve their operations in order to reduce their environmental impact.

Go Green projects must meet the criteria of **one** of the Project Elements listed below to be eligible for direct incentive funds.

3.3.1 Strategic Planning and Research

The project must be developed for one of the two following purposes:

- Develop a plan to reduce environmental impact created as a result of tourism. The plan must include at least three measurable strategies.
- Conduct primary research to discover possible causes of, or solutions to, environmental impact related to tourism.

3.3.2 Product Development

- Project must be developed for the purpose of reducing environmental impact related to tourism.

3.3.3 Printed Materials

- Project must be developed for the purpose of reducing environmental impact related to tourism by using paper in production that contains post consumer recycled content.

For additional information on Go Green practices visit www.epa.gov and www.fscus.org.

4 **Application Guidelines**

A copy of the application is provided in Exhibit A. This form is also available on-line at www.azot.gov under the Grants section. Only the official TEAM FY2009 application form will be accepted. The application is divided into five (5) sections labeled A through E.

4.1 **Section A: Applicant Administrative Information**

- 4.1.1 Entity Name: The name of the applicant must be the same as it appears on the incorporation, federal tax exemption or the state charter.
- 4.1.2 Mailing Address: Provide a mailing address that can be used by AOT for routine correspondence.
- 4.1.3 Physical Address: Provide a street address (no P.O. Boxes) for deliveries.
- 4.1.4 County: Identify the county in which the applying organization is located. In the case of regional applications, list all counties included under the application.
- 4.1.5 Project Coordinator's Name and Title: The Project Coordinator responsible for administering the project and the day-to-day contact for AOT. This individual is responsible for submitting all necessary documentation throughout the year-long effort of this project and must be familiar with the specifics of the TEAM grant program as well as the application submitted.
- 4.1.6 Project Coordinator's telephone number, fax number, and e-mail address.
- 4.1.7 Federal Identification Number.
- 4.1.8 Matching Funds Requested.
- 4.1.9 Type of Application: Individual, Individual with Not-for-Profit Partner or Regional.
- 4.1.10 If the application includes a request for AOT Initiative Direct Incentive funds, check the yes box.
- 4.1.11 Signatures: The signatures on the application certify compliance with all TEAM FY 2009 Guidelines. Applications must bear the signatures of the Project Coordinator and the Administrative Official (the person authorized to commit the applicant to provide matching funds). Both signatures are required to process the application.

4.2 **Section B: EZ Advertising**

EZ advertising allows qualified organizations to receive funding for 50 percent of all pre-selected advertisement placements as listed in the EZ Advertising portion of the application (Exhibit A, Section B). Check the box of those EZ Advertising co-op opportunities for which your organization is applying. All costs in the EZ Advertising portion of the application are listed as NET rates. Gross costs (with advertising agency commission) may be billed if the Team applicant is working through an advertising agency. EZ advertising publication profiles are located in Exhibit H.

All EZ Advertising applications will be evaluated.

Once approved for matching funds, and due to the specific nature of the EZ Advertising program, no changes or cancellations are allowed within the EZ Advertising portion of the TEAM grant program unless a publication has been cancelled. **No exceptions will be made.**

The following EZ Advertising elements are required:

- 4.2.1 Ad must be approved by AOT prior to placement.
- 4.2.2 All ads must have AOT “Grand Canyon State” logo, if not featured or participating in an Arizona section. Logo must be legible and of equal size to the participant’s logo or must have reasonable equal visibility at AOT’s discretion. Logo guidelines can be found in Exhibit G.
- 4.2.3 AOT “Grand Canyon State” logo must be placed on the bottom right, bottom left or bottom center only.
- 4.2.4 If the ad is four-color, the AOT “Grand Canyon State” logo must be four-color.
- 4.2.5 Only one toll-free number, direct number and Web site address in addition to AOT’s is allowed.
- 4.2.6 Advertisements placed in the Arizona Official State Visitors Guide do not need to include an AOT logo.
- 4.2.7 If an ad is placed within one of the combined “Arizona” sections or in an AOT publication, AOT will notify the participant that an AOT logo is not required on that specific advertisement.
- 4.2.8 Include a copy of the fulfillment piece that will be used as a fulfillment to leads.
- 4.2.9 Budgeted costs may include production costs for ad materials specific to each insertion.
- 4.2.10 Radio placements must include the wording “Arizona Office of Tourism”.

Note: If an ad is placed without prior written AOT approval, AOT will not be responsible to pay any portion of the ad cost. The full advertisement cost for the ad will be the responsibility of the TEAM participant.

4.3 Section C: Additional Project Elements – the following project elements must be included as applicable:

4.3.1 Strategic Planning and Research

- List the name, type of project, the budgeted cost and the selected contractor.
- Contracted planning and research services are reimbursable. These include visitor profile research (identifying strong potential market and marketing strategies), SWOT analysis, feasibility studies, database development, etc.
- A detailed explanation of the project need, proposed methodology and scope of work must be included in the application.

4.3.2 Product Development

- Demonstrate potential for sustainable economic impact from tourism-related business. Focus on creating a blueprint to develop a new tourism product that increases the local community or region’s tourism business over an extended period of time.
- A detailed explanation of the new tourism product, proposed methodology and scope of the work.
- A description of how this new tourism product will improve economic activity related to tourism must be included.

4.3.3 Print Placement/Production

- Specify the name of the publication, size of the ad, color, issue date, distribution, circulation number and the budgeted cost of each placement.
- The budgeted cost may include production costs for material specific to each insertion.
- Magazine advertisements are allowed in major Arizona visitor guides (greater than 100,000 annual circulation).
- Only one toll-free number, direct number and Web site address is allowed.

4.3.4 Broadcast Placement

- Specify the stations(s) call letters, designated market area where the spot will run, target audience, length of the spot, frequency (number of times the spot will run), the broadcast dates and the budgeted cost. Budgeted costs may include production costs for materials specific to each insertion.
- Text copy (script) for radio spots must be submitted for prior approval from AOT.
- Text copy (script) for TV spots, and TV storyboards, must be submitted for prior approval from AOT.
- Radio ads are required to include the wording “Arizona Office of Tourism,” and must reach outside the applicant’s county or region.
- Only one toll-free number, direct number and Web site address is allowed.

4.3.5 Outdoor Placement

- Specify the type of outdoor placement, size, highway location, county, dates of display and the budgeted cost. Budgeted costs may include production costs for materials specific to each insertion.
- Billboard placements are allowed on interstates or major highways outside of the project’s county limits. Exceptions must be requested in writing and included with the application.
- A photograph or layout of the proposed billboard content must be submitted for prior written approval from AOT and must contain the AOT “Grand Canyon State” logo.
- Only one toll-free number, direct number, and Web site address is allowed.

4.3.6 Online Advertising Placement/Production

- Describe the portal or search engine on which the advertising placement will appear, as well as the Web site address, a description of the type of advertisement and a brief description of the Web site target audience, the dates and the budgeted cost. Budgeted costs may include production costs for material specific to each insertion.
- All Internet advertising must promote a Web site that features the AOT “Grand Canyon State” logo on the home page of the site.
- All Internet advertising must receive annual creative approval from AOT prior to final placement.
- The home page of the Web site being promoted by the ad placement must also receive annual creative approval from AOT.
- AOT “Grand Canyon State” logo must be placed in the top or side banner, and be viewable from the opening window.

4.3.7 Web Site Development (tourism related sites only)

- Include the name of the Web site, the URL, project description and the budgeted costs. If a Web site developer has been selected, specify the name of the Web site developer. Include a scope of work. Also, in the justification, include how the Web site will be advertised/promoted and a description of what will be featured on the site.

- Funding is available for the development of a new tourism Web site, update or enhancement of an existing tourism Web site, hosting fees, and other services.
- All sites must have the AOT “Grand Canyon State” logo on the home page and must provide a link on the home page to AOT’s Web site at www.arizonaguide.com and must be placed in the top or side banner and be viewable from opening window.
- The home page must receive annual creative approval in writing from AOT.
- Information on the home page is restricted to tourism information and promotion and may not include listings or endorsements of private services or businesses.
- The Web site must have a webmaster contact logo, link or button on the home page.

4.3.8 Printed Materials

- Include the type of printed material, target audience, quantity required, area of distribution, postage for fulfillment (if applicable) and the budgeted costs. If a printer has been selected, list the name of the printer.
- The minimum size of brochure must be 3.5”x8.5” and the maximum size must be 8”x10” in order to be considered for brochure rack display.
- Printed literature must include complete address, phone number with area code and Web site address if applicable. It is also a requirement to include the quantity and date printed.
- A print estimate, issued on the printer’s letterhead, must be submitted with the application.
- A majority of the distribution must be outside of the applicant’s geographical area or region. An explanation detailing where, through what distribution channels, and in what quantity the brochures will be distributed must be included in the marketing plan.
- Highway maps must reflect a geographical outline and provide direction and distances to the traveler. They must be folded to rack size, reflecting the city and state’s name as well as the AOT “Grand Canyon State” logo.
- Travel trade guides shall be targeted toward meeting planners, travel agents or tour operators.
- If contract distribution service is requested, include the terms and extent of contract.
- All publications distributed in foreign countries shall also include the following: the words “Printed in USA,” a West Coast map of the United States highlighting Arizona, a temperature chart (if included) in degrees Celsius, mileage converted to kilometers and address including city, state, zip code and “USA”.
- Toll-free numbers, such as 800,888, etc. that are not accessible in the desired markets cannot be used.
- Ten (10) percent of the total quantity printed must be made available to AOT on an as-needed basis for use at the Painted Cliffs Welcome Center and the Visitor Information Center at the Phoenix Convention Center. Literature must be shipped pre-paid and signature required, in boxes not exceeding 30 pounds, with the quantity and contents clearly marked on each box, or they will not be accepted.
- Materials for specifically dated events should be shipped to the

individual welcome centers at least two months prior to the event.

- The names of private, for-profit businesses or entities may not be used in any portion of a TEAM funded project. The only exception is when the for-profit business or entity is a destination driver. A destination driver must attract tourists by itself, as opposed to serving tourists already in the community.

4.3.9 Audio Visual Material

- List the type of audio-visual material, the target audience for the material, the quantity required, the distribution and the budgeted cost. If a vendor has been selected, list the name of the vendor.
- These must be intended as promotional pieces designed primarily to attract visitors and appeal to those other than local residents.
- Prior to production, a script outline and proposed photography must be submitted to and approved by AOT.

4.3.10 Special Marketing Opportunities

- Include the name of the marketing opportunity, the dates and location, target audience, and budgeted cost. For Familiarization (FAM) Tours only, include a list of potential participants and an Arizona itinerary with application.
- Customer database development opportunity – For database and/or electronic marketing options include leasing names, addresses and e-mails from AOT's consumer database, purchasing contact information for specific markets and using AOT's database management to gather pertinent information on current customer lists. In addition, there are opportunities to participate in AOT's monthly E-newsletter or custom build an E-blast. Services begin at \$750 and increase based on the type of database development requested and number of names leased. For more detailed information and costs, contact AOT's Fulfillment Manager.
- Travel show booth space includes the cost of allotted space as outlined by the travel show contract. This does not include electricity, food and beverages, rental of equipment or other services within the booth. Rental or construction costs of the booth itself are not reimbursable.
- Literature shipping cost is restricted to the commercial freight expense incurred to transport printed materials to a designated travel show.
- Travel costs can be reimbursed on a 50 percent matching basis up to \$1,000 per out-of-state show. The only reimbursable items are airline tickets and hotel rooms. A maximum room rate of \$150 per night applies. Incidentals, food and beverage are not reimbursable. Note: rental cars, parking, gas or mileage will not be reimbursed under any circumstances.
- Accommodation costs are reimbursable for TEAM approved, tourism related travel taking place more than 100 miles from the TEAM participant's place of business. The maximum room rate is \$150 per night.

4.3.11 Media Communications and Public Relations

- For contracted PR services, a detailed explanation of the planned activities must be provided with the application.
- List the name/type of project, and a budgeted cost. If a PR firm has been selected, list the name of the PR firm. Include a scope of work with the application.

4.3.12 Non-Fundable Items – The following items **shall not** be funded through the TEAM grant program:

- Administrative expenses of any sort by the applicant or any agent of the applicant, including commissions, fees or other expenses for administration of the project.
- Employee salaries and/or wages.
- Entertainment and honorarium.
- Food and beverage.
- Audio-visual equipment rental.
- Equipment purchase and rental.
- Hosting costs related to meeting planners.
- Personal incentives including but not limited to: gifts, food and beverage, reception, banquet.
- Items for resale.
- Membership listings and business directories of any kind (in ads, brochures, etc.).
- Beauty pageants and parades.
- Infrastructure.
- Promotional items, including but not limited to: prizes, trophies, plaques, decorations, trinkets, hats, shirts, banners flags, floats, program booklets, stationery, table tents and membership solicitation literature.
- Travel expenses (except for TEAM approved trade shows, familiarization tours, and educational conferences identified in Section 4.3.10 Special Marketing Opportunities).
- In-house administrative postage and office supplies.
- Donations and in-kind contributions to sponsors.
- Construction of permanent structures such as monuments, signs and fixtures.
- Gasoline, parking fees, rental cars or mileage.
- Real estate.
- Anything contrary to state or federal law.

4.4 Section D: Marketing Plan – the following elements must be included:

- 4.4.1 Project Element Objectives – Describe the objective of each project element. The objectives must be measurable, within a determined time frame and point to an end result.
- 4.4.2 Situation Analysis – Identify factors that influence your marketing strategy.
- 4.4.3 Target Market – Include demographic, geographic, activities and travel motivators.
- 4.4.4 Strategies – Describe the manner in which objectives will be achieved.
- 4.4.5 Methods of Tracking – Each project element must include an accurate and quantifiable measurement of tracking the impact.
- 4.4.6 Evaluation – Describe the manner in which success will be measured and in what ways your objectives will be met.

4.5 Section E: Supporting Documentation – the following elements must be included:

- 4.5.1 Certificate of attendance at the FY2009 TEAM workshop or a certificate demonstrating successful completion of the on-line TEAM test.

- 4.5.1.2 **TEAM On-line Test Option** – Applicants that were awarded TEAM funds in FY2008 and have reviewed the FY2009 TEAM guidelines may complete an online TEAM test. If the test participant passes the on-line test, he/she is not required to attend a TEAM workshop. **First time applicants must attend the TEAM workshop and are not eligible to take the on-line test.** The on-line test will be available Monday, February 11, 2008 through Friday, February 29, 2008 at www.azot.gov/teamtest. Test participants must score 75% or higher in order to pass and be eligible for participation in the FY2009 TEAM program. Test participants will be notified of their score immediately. A TEAM certificate will be issued to the test participant at the email provided within two weeks of passing the on-line test. If the test participant scores 74% or lower he/she may take the on-line test a second time. If the test participant scores 74% or lower on the second test, he/she **must** attend the TEAM workshop on March 14, 2008, in order to submit an application.
- 4.5.2 Signed FY2009 Affidavit in Support of Application (Exhibit C). Regional applications must include a signed affidavit from each regional partner.
- 4.5.3 Signed FY2009 Verification Clause (Exhibit D). Regional applications must include a signed form from each regional partner.
- 4.5.4 Printing estimate(s).
- 4.5.5 Scope of work for all outside vendors.
- 4.5.6 EZ advertising only: copy of the fulfillment piece.
- 4.5.7 Regional applications only: Documentation that the region can support a five-day tourist oriented itinerary and a combination of at least five-hundred (500) hotel beds, campground sites and/or recreational vehicle sites.
- 4.6 Conformance: All elements of the application must be bound and collated. Each section must be tabbed A-E respectively. The cover will contain the following: TEAM FY 2009 Application Submission, Name/address/phone/fax/email of the organization submitting the application, name of the Project Coordinator, “Individual”, “Individual with Not-for-Profit Partner” or “Regional” application and date. **Note: Do not include any additional documentation unless otherwise specified within the application.**
- 4.7 Delivery Instructions: One (1) typed, signed, original TEAM application and four (4) copies must be received by AOT no later than 5:00 p.m. Friday, April 18, 2008. Handwritten applications or those submitted via fax or email will not be considered. **Late applications will not be accepted. Incomplete applications will not be eligible.**

FY 2009 TEAM Grant Program
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Phoenix, AZ 85007

5 General Project Guidelines

To qualify for funding, projects must meet all of the following requirements;

- The primary function of the project must be tourism promotion.
- The project must be designed to stimulate economic growth.

- The project must also be designed to enhance future tourism development.
- The TEAM applicant must demonstrate the ability to track the impact and effectiveness of the project.

5.1 General Project Elements - Adherence to the following elements is required;

- 5.1.1 TEAM participants cannot transfer funds from one specific TEAM project to a different project without prior written approval from AOT.
- 5.1.2 AOT approval for all project items is mandatory and may take up to 14 business days from the date of receipt.
- 5.1.3 When using print media, publications must be chosen based upon the appropriate target audience as identified in the applicant's marketing plan.
- 5.1.4 AOT's "Grand Canyon State" logo (Exhibit G) must be featured prominently on all print, internet advertising, audio-visual and Web site development projects, printed materials and outdoor and television broadcast placements. If the project is produced in four-color, AOT's "Grand Canyon State" logo shall also be in four-color. Logos are available from AOT in printed format.
- 5.1.5 Special events, festival advertising and/or promotion are limited to the first two (2) years of the event or festival. TEAM funding is intended to help launch an event and for the event to become self-sustaining. A special event or festival can only receive TEAM funding for advertising and promotion after the first two (2) years when it is advertised in a series or seasonal format with at least three (3) other events.
- 5.1.6 TEAM funding must not be used for any marketing effort (ads, brochures, flyers, etc.) that include a sponsor or co-advertiser, which by itself would not be eligible for TEAM funding.
- 5.1.7 The names of private, for-profit entities must not be used in any portion of a TEAM funded project. The only exception where the name of a for-profit entity may be used is when the entity is a destination driver.
- 5.1.8 A destination driver must attract tourists by itself, as opposed to serving tourists already in the community. Examples include the Historic Copper Queen Hotel in Bisbee and the Verde Canyon Railroad in Clarkdale. Uniqueness and differentiability are key components of a destination driver. AOT will make the final determination as to whether an entity is a destination driver.
- 5.1.9 No more than three (3) for-profit destination drivers may be mentioned in an ad smaller than 1/2 page. The maximum for 1/2 to 1 page is five (5) destination drivers, and for a multi-page advertisement or brochure no more than ten (10) can be named.
- 5.1.10 Photos of a for-profit attraction that is a destination driver may be used in advertorials and brochures, but not on the front cover. The size of a photo must be consistent with other photos in the piece. Copy related to destination drivers must be informational only, and no phone numbers or addresses can be included for the destination drivers – all inquiries must go to the DMO/TEAM participant. The names of the destination drivers must be the same font size as the surrounding copy, but may be bolded.
- 5.1.11 A for-profit destination driver shall be promoted only in addition to the promotion of the destination as a whole, so that the primary emphasis of the promotion is on the destination, not the for-profit destination driver.
- 5.1.12 All marketing efforts must be at least 50 miles outside of local area and geared to visitors.
- 5.1.13 Only two logos are allowed; the AOT "Grand Canyon State" logo and the TEAM

participant. The only exceptions are if the TEAM applicant is partnering with a not-for-profit tourism organization or is submitting a regional application.

6 Evaluation Criteria Guidelines

The maximum possible score is 100 points. **Applications scoring less than 45 points will be automatically disqualified for funding.** Evaluation will be based on the following criteria:

- 6.1 Application includes a clear description of the tourism marketing efforts.
- 6.2 Application includes a complete description and objective of each project element.
- 6.3 Application includes clearly identified and viable target markets.
- 6.4 Application includes a reliable tracking method for each project element.
- 6.5 Application includes a clear description of how successes will be measured and how objectives will be met.

7 Reimbursement Guidelines

Complete the FY2009 Reimbursement Request form, (Exhibit E). This form is also available via e-mail at gschlottman@azot.gov or on-line at www.azot.gov under the Grants section.

Reimbursements that are accurate and complete will be processed and distributed no later than 30 days after receipt. **If the Reimbursement Request is missing any component of the required support documentation, the Request will be returned to the applicant, and payment may be delayed or denied at the discretion of AOT.**

The Reimbursement Request form must contain the following elements;

7.1 Section A – Applicant Information

Complete the section as required. Identify any information that has changed from the original TEAM application.

7.2 Section B – Reimbursable Items

- 7.2.1 Identify each reimbursable item under the appropriate heading. A reimbursable item is one that has been pre-approved by AOT from the original application or has received approval for change and was performed according to TEAM grant program guidelines.
- 7.2.2 In the “Dollars Spent” column, indicate the amount paid to accomplish this item. Do not include other amounts from the invoice, (i.e. balance forward and late fees). Use the same terminology as was used in the application to describe the items or marketing projects.

7.3 Section C – Total Spent

Indicate the total dollar amount of all reimbursable items for the “Grand Total Spent.” If approved, 50 percent of the Grand Total Spent will be reimbursed up to the total amount of the award. Projects submitted for reimbursements that were not previously approved or those that do not meet guideline requirements risk losing some or the entire award.

7.4 Section D – Reimbursement Documentation

All required reimbursement documentation must be attached and submitted with the Reimbursement Request form. Reimbursement Request forms are not required for any “EZ

Advertising” placement in which the TEAM participant has AOT approval. TEAM participants will be billed directly by the publication for 50 percent of the total cost of the placement. TEAM participants must pay for the advertising in a timely manner.

Note: The State reserves the right to audit all relevant financial data.

7.5 Section E – Signatures

The Reimbursement Request form must be signed by both the Project Coordinator and the Administrative Official as identified in the original application. By signing the Reimbursement Request form, the signatories confirm that all information contained in the request for reimbursement is accurate and in accordance with TEAM FY 2009 Guidelines.

Failure to provide an original (not copied or electronic) signature of both the Project Coordinator and the Administrative Official will result in denial of the reimbursement and return of the Reimbursement Request form.

7.6 Deadline for Reimbursement Requests

All requests for reimbursement must be received by AOT no later than 5:00 p.m. Friday, May 29, 2009. **No exceptions will be granted.**

8 **Dissolution of Chamber of Commerce or Non-Profit Organization**

In the event of dissolution of an awarded FY2009 TEAM participant, the project coordinator must notify AOT immediately. Projects completed before the dissolution will be reimbursed in accordance with the TEAM FY2009 Reimbursement Guidelines. All unused funds will revert back to AOT.

9 **Project Effectiveness Guidelines**

At project completion, it is mandatory that each TEAM participant assess the project’s results using the Project Effectiveness Form (Exhibit F). This form is also available via e-mail, at gshclottman@azot.gov or online at www.azot.gov under the Grants section. This information is used to compile pertinent data regarding the effectiveness of the project as well as the TEAM grant program. Project Effectiveness Forms must be received by AOT no later than 5:00 p.m. Friday, October 30, 2009.

10 **Failure to Comply**

Failure to comply with any of the guidelines and/or requirements included in this document will disqualify the TEAM applicant from participating in the TEAM grant program in any subsequent year in which the applicant submits a TEAM application.

EXHIBITS



Teamwork for Effective Arizona Marketing (TEAM) FY 2009 Application

- Incomplete applications will not be accepted.
- Due Date: Application must be received by AOT no later than 5:00 p.m. Friday, April 18, 2008.
- Only TYPED applications will be accepted.
- Submit one (1) original application AND four (4) photocopies.

Section A: Applicant Administrative Information

- Entity Name: _____
Doing Business As (if different from above) _____
- Mailing Address: Street or PO Box: _____ City: _____ State: AZ Zip Code: _____
- Physical Address: Street: _____ City: _____ State: AZ Zip Code: _____
- County (list all represented if regional applicant): _____
- Project Coordinator's Name and Title: _____
- Telephone Number: _____ Fax Number: _____ E-mail: _____
- Federal Identification Number: _____
- Matching Funds Requested \$ _____
- Application Type: ☐ Individual ☐ Individual with not-for-profit partner ☐ Regional

Individual - using the chart below, list the source of funding and dollar contribution.

Individual with not-for-profit partner - using the chart below, list the source of funding and dollar contribution for both the applying entity and the not-for-profit partner.

Regional - using the chart below, list all partners contributing to the regional TEAM effort starting with the lead applying entity, their source of funding, and their dollar contribution. **Note:** A region must be comprised of at least three (3) entities and each entity must sign and attach an affidavit in support of application, (Exhibit B).

| Individual, Not-for-Profit or Regional Partner Name | Source of Funding | Dollar Contribution (min \$1000 per partner) |
|--|-------------------|---|
| | | \$ |
| | | \$ |
| | | \$ |
| | | \$ |

Total: \$ _____

10. Does this application include AOT Initiative direct incentive funds request? Yes No

11. Two different signatures are required in order to process this document.

Signature _____ Date: _____
(Project Coordinator)

Name: _____ Title: _____ Organization: _____

Signature _____ Date: _____
(Administrative Official)

Name: _____ Title: _____ Organization: _____

Section B: EZ Advertising

Please reference the Publication Profiles section of the FY2009 TEAM Guidelines for added value opportunities with each publication. All ads are four-color except where indicated.

| Name of Publication | Insertion Date | Size and Type | Full Net Rate | Half Net Rate (Insertion Cost) | Check ad to be purchased |
|--|--|--|---|--|--|
| AAA: Arizona Highroads *includes 0.5% tax (local) | November 2008 | Full Page 1/2 Page 1/3 Page | \$8,328.94* \$4,664.21* \$3,041.13* | \$4,164.47* \$2,332.10* \$1,520.57* | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| AAA: Arizona Highroads *includes 0.5% tax (local) | May 2009 | Full Page 1/2 Page 1/3 Page | \$8,328.94* \$4,664.21* \$3,041.13* | \$4,164.47* \$2,332.10* \$1,520.57* | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| AAA: Westways | November 2008 | Full Page 1/2 Page 1/3 Page 1/6 Page | \$9,500.00 \$5,135.00 \$3,445.00 \$1,760.00 | \$4,750.00 \$2,567.50 \$1,722.50 \$880.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| AAA: Westways | June 2009 | Full Page 1/2 Page 1/3 Page 1/6 Page | \$9,500.00 \$5,135.00 \$3,445.00 \$1,760.00 | \$4,750.00 \$2,567.50 \$1,722.50 \$880.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Arizona Official State Visitors Guide | January 2009 | Full Page 1/2 Page 1/3 Page | \$17,212.50 \$9,477.00 \$6,460.00 | \$8,606.25 \$4,738.50 \$3,230.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Arizona Professional Travel Planner | October 2008 | Full Page 1/2 Page | \$4,500.00 \$2,550.00 | \$2,250.00 \$1,275.00 | <input type="checkbox"/> <input type="checkbox"/> |
| Arizona Republic/ Arizona Daily Star Winter Vacation Guide | November 2 nd (AZ Republic) November 9 th (AZ Daily Star) | Full Page 1/2 Page 1/3 Page 1/4 Page 1/6 Page | \$19,181.25 \$9,900.00 \$6,600.00 \$4,950.00 \$3,300.00 | \$9,590.63 \$4,950.00 \$3,300.00 \$2,475.00 \$1,650.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Arizona Republic/ Arizona Daily Star Summer Vacation Guide | June 7 th (AZ Republic) June 14 th (AZ Daily Star) | Full Page 1/2 Page 1/3 Page 1/4 Page 1/6 Page | \$19,181.25 \$9,900.00 \$6,600.00 \$4,950.00 \$3,300.00 | \$9,590.63 \$4,950.00 \$3,300.00 \$2,475.00 \$1,650.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| AZCentral.com | Available September – June | 728x90 banner in News Section | \$1,000.00/month | \$500.00/month | Total Cost \$ _____ |
| AZFamily.com | Available September – June | 728x90 banner ROS (Run of Site) and 728x90 banner in Travel Section | \$1,600.00/month | \$800.00/month | Total Cost \$ _____ |

Exhibit A Section B

| Name of Publication | Insertion Date | Size and Type | Full Net Rate | Half Net Rate (Insertion Cost) | Check ad to be purchased |
|--|---|---|--|--|--|
| Bonneville Radio - Phoenix KPKX-FM | TBD: September – June 30-second Spots M-F 6am-8pm | 10 Spots/week 15 Spots/week 20 Spots/week | \$1,800.00/week* \$2,550.00/week* \$3,200.00/week* | \$900.00/week* \$1,275.00/week* \$1,600.00/week* | # of Weeks ____ Total \$ ____ *3 weeks minimum required |
| Bonneville Radio - Phoenix KTAR-FM | TBD: September – June 30-second Spots M-F 6am-7pm | 10 Spots/week 15 Spots/week 20 Spots/week | \$1,250.00/week* \$1,500.00/week* \$1,500.00/week* | \$625.00/week* \$750.00/week* \$750.00/week* | # of Weeks ____ Total \$ ____ *3 weeks minimum required |
| Bonneville Radio - Phoenix KTAR-AM | TBD: September – June 30-second Spots M-F 6am-7pm | 10 Spots/week 15 Spots/week 20 Spots/week | \$1,000.00/week* \$1,275.00/week* \$1,500.00/week* | \$500.00/week* \$637.50/week* \$750.00/week* | # of Weeks ____ Total \$ ____ *3 weeks minimum required |
| Bonneville Radio - Phoenix KTAR-FM, KTAR-AM, KPKX-FM (Combo) | TBD: September – June 30-second Spots M-F 6am-8pm | 10 Spots/week | \$3,645.00/week* | \$1,822.50/week* | # of Weeks ____ Total \$ ____ *3 weeks minimum required |
| Canadian Traveller | September 2008 – AZ Sales Guide | Full Page 1/2 Page 1/3 Page 1/4 Page 1/6 Page | \$3,090.00 \$2,121.00 \$1,653.00 \$1,377.00 \$670.00 | \$1,545.00 \$1,060.50 \$826.50 \$688.50 \$335.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Citadel Radio - Tucson KIIM-FM | TBD: September – June 30 or 60 second Spots M-F 6am-7pm | 10 Spots/week 15 Spots/week 20 Spots/week | \$1,900.00/week* \$2,850.00/week* \$3,800.00/week* | \$950.00/week* \$1,425.00/week* \$1,900.00/week* | # of Weeks ____ Total \$ ____ *3 weeks minimum required |
| Citadel Radio - Tucson KHYT-FM | TBD: September - June 30 or 60 second Spots M-F 6am-7pm | 10 Spots/week 15 Spots/week 20 Spots/week | \$700.00/week* \$1,050.00/week* \$1,400.00/week* | \$350.00/week* \$525.00/week* \$700.00/week* | # of Weeks ____ Total \$ ____ *3 weeks minimum required |
| Citadel Radio – Tucson KSZR-FM | TBD: September - June 30 or 60 second Spots M-F 6am-7pm | 10 Spots/week 15 Spots/week 20 Spots/week | \$500.00/week* \$750.00/week* \$1,000.00/week* | \$250.00/week* \$375.00/week* \$500.00/week* | # of Weeks ____ Total \$ ____ *3 weeks minimum required |
| Citadel Radio - Tucson KIIM-FM, KHYT-FM, KSZR-FM (Combo) | TBD: September - June 30 or 60 second Spots M-F 6am-7pm | 10 Spots/week | \$2,800.00/week* | \$1,400.00/week* | # of Weeks ____ Total \$ ____ *3 weeks minimum required |

Exhibit A Section B

| Name of Publication | Insertion Date | Size and Type | Full Net Rate | Half Net Rate (Insertion Cost) | Check ad to be purchased |
|---|---|--|--|---|--|
| East Valley Tribune | April 2009 AZ Getaways (broadsheet) | Full Page 1/2 Page 1/3 Page 1/4 Page | \$6,552.00 \$3,276.00 \$2,184.00 \$1,638.00 | \$3,276.00 \$1,638.00 \$1,092.00 \$819.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| East Valley Tribune | May 2009 Summer Escapes (tabloid) | Full Page 1/2 Page 1/3 Page 1/4 Page | \$3,344.00 \$1,672.00 \$1,115.00 \$836.00 | \$1,672.00 \$836.00 \$557.50 \$418.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Los Angeles Magazine | November 2008 Destination AZ | Full Page 1/2 Page 1/3 Page 1/4 Page | \$11,550.00 \$7,738.50 \$5,659.50 \$3,580.50 | \$5,775.00 \$3,869.25 \$2,829.75 \$1,790.25 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Los Angeles Magazine | April 2009 TEAM Section | Full Page 1/2 Page 1/3 Page 1/4 Page | \$11,550.00 \$7,738.50 \$5,659.50 \$3,580.50 | \$5,775.00 \$3,869.25 \$2,829.75 \$1,790.25 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Madden Preprint (AZ Fall) Proposed insert in: ADVO - San Francisco Chicago Tribune New York Newsday Orange County Register Dallas Morning News Portland Oregonian Denver Post Seattle Times LA Newspaper Group Suburban Chicago Newspapers Minneapolis Star Tribune Westchester Journal News | September 21, 2008 | Full Page 1/2 Page 1/4 Page 1/8 Page Brochure Ad (formatted listing) | \$25,394.00 \$13,966.00 \$8,887.00 \$6,349.00 \$2,792.00 | \$12,697.00 \$6,983.00 \$4,443.50 \$3,174.50 \$1,396.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Madden Preprint (Canada) Proposed insert in: Calgary Herald Edmonton Journal National Post Toronto Star Vancouver Sun Victoria Times Colonist | November 9, 2008 | Full Page 1/2 Page 1/4 Page 1/8 Page Brochure Ad (formatted listing) | \$25,394.00 \$13,966.00 \$8,887.00 \$6,349.00 \$2,792.00 | \$12,697.00 \$6,983.00 \$4,443.50 \$3,174.50 \$1,396.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Madden Preprint (Spring) Proposed insert in: Albuquerque Journal Chicago Tribune Minneapolis Star Tribune Chicago Tribune Dallas Morning News San Diego Union Tribune Denver Post Seattle Times Las Vegas Review-Journal Suburban Chicago Newspapers | January 11, 2009 | Full Page 1/2 Page 1/4 Page 1/8 Page Brochure Ad (formatted listing) | \$25,394.00 \$13,966.00 \$8,887.00 \$6,349.00 \$2,792.00 | \$12,697.00 \$6,983.00 \$4,443.50 \$3,174.50 \$1,396.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |

Exhibit A Section B

| Name of Publication | Insertion Date | Size and Type | Full Net Rate | Half Net Rate (Insertion Cost) | Check ad to be purchased |
|---|--|--|---|--|--|
| Madden Preprint (AZ in-state) Proposed insert in: ADVO—Phoenix ADVO—Tucson | May 17, 2009 | Full Page 1/2 Page 1/4 Page 1/8 Page Brochure Ad (formatted listing) | \$16,337.00 \$8,985.00 \$5,716.00 \$4,084.00 \$1,798.00 | \$8,168.50 \$4,492.50 \$2,858.00 \$2,042.00 \$899.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| MaddenPreprint (Oprah) Proposed insert in: Western circulation of Oprah Magazine | February, 2009 Romantic Escapes Special Section | Full Page 1/2 Page 1/4 Page 1/6 Page | \$37,559.00 \$21,408.00 \$12,770.00 \$9,765.00 | \$18,779.50 \$10,704.00 \$6,385.00 \$4,882.50 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Metro Networks Tucson Traffic Sponsorships | TBD September - June 10 second spots read live plus 5 second billboard | 50 Spots/week 75 Spots/week 100 Spots/week | \$2,000.00/week \$3,000.00/week \$4,000.00/week | \$1,000.00/week \$1,500.00/week \$2,000.00/week | # of Weeks _____ Total \$ _____ |
| Native Peoples *includes 0.5% tax (local) | November/ December 2008 | Full Page 1/2 Page 1/3 Page 1/4 Page | \$3,028.07* \$1,977.84* \$1,307.00* \$1,046.46* | \$1,514.03* \$988.92* \$653.50* \$523.23* | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Native Peoples & Heard Museum Program *includes 0.5% tax (local) | January/ February & Heard Museum Program | Full Page 1/2 Page 1/3 Page 1/4 Page | \$3,785.08* \$2,472.30* \$1,634.38* \$1,307.76* | \$1,892.54* \$1,236.15* \$817.19* \$653.88* | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Natural History | October 2008 Arizona Section | Full Page 1/2 Page 1/3 Page 1/6 Page | \$10,625.00 \$4,300.00 \$2,500.00 \$1,500.00 | \$5,312.50 \$2,150.00 \$1,250.00 \$750.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Natural History | May 2009 Arizona Section | Full Page 1/2 Page 1/3 Page 1/6 Page | \$10,625.00 \$4,300.00 \$2,500.00 \$1,500.00 | \$5,312.50 \$2,150.00 \$1,250.00 \$750.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Outside Magazine | December 2008 Active Travel Directory | 1/6 Page 1/12 Page | \$2,430.00 \$1,215.00 | \$1,215.00 \$607.50 | <input type="checkbox"/> <input type="checkbox"/> |
| Outside Magazine | April 2009 Active Travel Directory | 1/6 Page 1/12 Page | \$2,430.00 \$1,215.00 | \$1,215.00 \$607.50 | <input type="checkbox"/> <input type="checkbox"/> |

Exhibit A Section B

| Name of Publication | Insertion Date | Size and Type | Full Net Rate | Half Net Rate (Insertion Cost) | Check ad to be purchased |
|--|---|---|--|--|--|
| Phoenix Magazine *includes 0.5% tax (local) | February 2009 | Full Page 1/2 Page 1/3 Page 1/4 Page | \$4,769.42* \$3,100.12* \$2,146.24* \$1,192.35* | \$2,384.71* \$1,550.06* \$1,073.12* \$596.18* | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Phoenix Magazine *includes 0.5% tax (local) | May 2009 Arizona Travel Guide Special Issue | Full Page 1/2 Page 1/3 Page 1/4 Page | \$4,769.42* \$3,100.12* \$2,146.24* \$1,192.35* | \$2,384.71* \$1,550.06* \$1,073.12* \$596.18* | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Phoenix Official Visitors Guide | December 2008 | Full Page 2/3 Page 1/2 Page 1/3 Page 1/6 Page | \$8,956.00 \$7,228.00 \$5,814.00 \$4,401.00 \$2,342.00 | \$4,478.00 \$3,614.00 \$2,907.00 \$2,200.50 \$1,171.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Recommend Magazine | October 2008 | Full Page 1/2 Page 1/3 Page 1/4 Page 1/6 Page | \$6,439.00 \$4,187.00 \$3,481.00 \$2,776.00 \$1,200.00 | \$3,219.50 \$2,093.50 \$1,740.50 \$1,388.00 \$600.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Recommend Magazine | January 2009 | Full Page 1/2 Page 1/3 Page 1/4 Page 1/6 Page | \$6,439.00 \$4,187.00 \$3,481.00 \$2,776.00 \$1,200.00 | \$3,219.50 \$2,093.50 \$1,740.50 \$1,388.00 \$600.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Recommend Magazine | April 2009 | Full Page 1/2 Page 1/3 Page 1/4 Page 1/6 Page | \$6,439.00 \$4,187.00 \$3,481.00 \$2,776.00 \$1,200.00 | \$3,219.50 \$2,093.50 \$1,740.50 \$1,388.00 \$600.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Sunset – Travel Planner Directory | November 2008 (Full Circulation) | 1/3 Page 1/6 Page | \$12,184.00 \$6,176.00 | \$6,092.00 \$3,088.00 | <input type="checkbox"/> <input type="checkbox"/> |
| Sunset – Travel Planner Directory | March 2009 (Full Circulation) | 1/3 Page 1/6 Page | \$13,159.00 \$6,671.00 | \$6,579.50 \$3,335.50 | <input type="checkbox"/> <input type="checkbox"/> |
| Sunset – Travel Planner Directory | May 2009 Southwest & Mountain | 1/3 Page 1/6 Page | \$4,710.00 \$1,982.00 | \$2,355.00 \$991.00 | <input type="checkbox"/> <input type="checkbox"/> |
| Traffic Pulse Phoenix Traffic Sponsorships | TBD September – June 10 second spots read live | 50 Spots per Week 75 Spots per Week 100 Spots per Week | \$3,400.00/week \$5,100.00/week \$6,800.00/week | \$1,700.00/week \$2,550.00/week \$3,400.00/week | # of Weeks ____ Total \$ _____ |

Exhibit A Section B

| Name of Publication | Insertion Date | Size and Type | Full Net Rate | Half Net Rate (Insertion Cost) | Check ad to be purchased |
|--------------------------------|-----------------------------------|----------------------------|---------------|-----------------------------------|-----------------------------|
| True West | Source Book November 19, 2008 | Full Page | \$2,152.50 | \$1,076.25 | <input type="checkbox"/> |
| | | 1/2 Page | \$1,286.25 | \$643.13 | <input type="checkbox"/> |
| | | 1/3 Page | \$851.25 | \$425.63 | <input type="checkbox"/> |
| True West | January/ February 2009 | Full Page | \$2,184.50 | \$1,092.25 | <input type="checkbox"/> |
| | | 1/2 Page | \$1,330.25 | \$665.13 | <input type="checkbox"/> |
| | | 1/3 Page | \$841.50 | \$420.75 | <input type="checkbox"/> |
| True West | April 2009 | Full Page | \$2,184.50 | \$1,092.25 | <input type="checkbox"/> |
| | | 1/2 Page | \$1,330.25 | \$665.13 | <input type="checkbox"/> |
| | | 1/3 Page | \$841.50 | \$420.75 | <input type="checkbox"/> |
| Tucson Official Visitors Guide | Fall/Winter August 1, 2008 | Full Page | \$4,735.00 | \$2,367.50 | <input type="checkbox"/> |
| | | 2/3 Page | \$4,185.00 | \$2,092.50 | <input type="checkbox"/> |
| | | 1/2 Page | \$2,635.00 | \$1,317.50 | <input type="checkbox"/> |
| | | 1/3 Page | \$2,230.00 | \$1,115.00 | <input type="checkbox"/> |
| | | 1/6 Page | \$1,342.00 | \$671.00 | <input type="checkbox"/> |
| Tucson Official Visitors Guide | Spring/Summer February 1, 2009 | Full Page | \$4,735.00 | \$2,367.50 | <input type="checkbox"/> |
| | | 2/3 Page | \$4,185.00 | \$2,092.50 | <input type="checkbox"/> |
| | | 1/2 Page | \$2,635.00 | \$1,317.50 | <input type="checkbox"/> |
| | | 1/3 Page | \$2,230.00 | \$1,115.00 | <input type="checkbox"/> |
| | | 1/6 Page | \$1,342.00 | \$671.00 | <input type="checkbox"/> |
| US Airways | November 2008 | Full Page | \$10,752.50 | \$5,376.25 | <input type="checkbox"/> |
| | | 1/2 Page | \$6,451.50 | \$3,225.75 | <input type="checkbox"/> |
| | | 1/3 Page | \$4,836.50 | \$2,418.25 | <input type="checkbox"/> |
| | | 1/4 Page | \$2,900.00 | \$1,450.00 | <input type="checkbox"/> |
| US Airways | February 2009 | Full Page | \$10,752.50 | \$5,376.25 | <input type="checkbox"/> |
| | | 1/2 Page | \$6,451.50 | \$3,225.75 | <input type="checkbox"/> |
| | | 1/3 Page | \$4,836.50 | \$2,418.25 | <input type="checkbox"/> |
| | | 1/4 Page | \$2,900.00 | \$1,450.00 | <input type="checkbox"/> |
| W'est | February 2009 | Full Page | \$3,975.00 | \$1,987.50 | <input type="checkbox"/> |
| | | 1/2 Page | \$2,175.00 | \$1,087.50 | <input type="checkbox"/> |
| | | 1/4 Page | \$1,175.00 | \$587.50 | <input type="checkbox"/> |
| | | Photo Directory Listing | \$675.00 | \$337.50 | <input type="checkbox"/> |

All prices above do not include state tax. Advertisers will be responsible for their portion of the state advertising taxes.



Section C: Additional Project Elements

1. STRATEGIC PLANNING AND TOURISM RESEARCH

| Name/Type of Project | Brief Description | Budgeted Cost |
|----------------------|-------------------|---------------|
| | | \$ |
| | | \$ |
| | | \$ |

AOT Initiative Direct Incentive

Total Strategic Planning and Research: \$ _____

| | | |
|--|--|--|
| | | |
|--|--|--|

Specify selected contractor here: _____

2. PRODUCT DEVELOPMENT (CAN NOT INCLUDE INFRASTRUCTURE)

| Name/Type of Project | Brief Description | Budgeted Cost |
|----------------------|-------------------|---------------|
| | | \$ |
| | | \$ |
| | | \$ |

AOT Initiative Direct Incentive

| | | |
|--|--|--|
| | | |
|--|--|--|

Total Product Development: \$ _____

3. PRINT PLACEMENT/PRODUCTION (MAGAZINE, NEWSPAPER)

| Publication Name | Ad size/color | Issue date | Distribution | Circulation No. | Budgeted Cost |
|------------------|---------------|------------|--------------|-----------------|---------------|
| | | | | | \$ |
| | | | | | \$ |
| | | | | | \$ |

AOT Initiative Direct Incentive

| | | |
|--|--|--|
| | | |
|--|--|--|

Total Print Placement: \$ _____

4. BROADCAST PLACEMENT/PRODUCTION (RADIO, TELEVISION)

| Station Call Letters | Designated Market Area | Spot Length/Frequency | Broadcast Dates | Budgeted Cost |
|----------------------|------------------------|-----------------------|-----------------|---------------|
| | | | | \$ |
| | | | | \$ |
| | | | | \$ |
| | | | | \$ |

Total Broadcast Placement: \$ _____

5. OUTDOOR PLACEMENT/PRODUCTION (BILLBOARD, BUSBOARDS, ETC.)

| Type of Placement | Hwy. Location | County | Size | Dates | Budgeted Cost |
|-------------------|---------------|--------|------|-------|---------------|
| | | | | | \$ |
| | | | | | \$ |
| | | | | | \$ |
| | | | | | \$ |
| | | | | | \$ |

Total Outdoor Placement: \$ _____

6. ONLINE ADVERTISING PLACEMENT/PRODUCTION

| Portal/Search Engine Name | Web site Address | Ad Description* | Target Description | Dates | Budgeted Cost |
|---------------------------|------------------|-----------------|--------------------|-------|---------------|
| | | | | | \$ |
| | | | | | \$ |
| | | | | | \$ |
| | | | | | \$ |
| | | | | | \$ |

Total Online Advertising Placement: \$ _____

*Provide description of Internet advertising type (i.e. banner ad, link, sponsorship, etc.).

7. WEB SITE DEVELOPMENT (must have link to ArizonaGuide.com)

| Web site Name | Web site Address | Description | Budgeted Cost |
|---------------|------------------|-------------|---------------|
| | | | \$ |
| | | | \$ |
| | | | \$ |
| | | | \$ |

Total Web site Development: \$ _____

Specify selected contractor here: _____

8. PRINTED MATERIALS (BROCHURES, MAPS, TRAVEL TRADE GUIDE, ETC.)

| Name/Type of Printed Material | Target Audience | Quantity | Distribution | Budgeted Cost |
|-------------------------------|-----------------|----------|--------------|---------------|
| | | | | \$ |
| | | | | \$ |
| | | | | \$ |
| | | | | \$ |

AOT Initiative Direct Incentive

| | | | | |
|--|--|--|--|--|
| | | | | |
|--|--|--|--|--|

Specify selected contractor here _____

Total Printed Material: \$ _____

9. AUDIO-VISUAL MATERIAL (FILM, VIDEO TAPE, SLIDES, CD-ROM, DVD, ETC.)

| Name/Type of Audio-Visual Material | Target Audience | Quantity | Distribution | Budgeted Cost |
|------------------------------------|-----------------|----------|--------------|---------------|
| | | | | \$ |
| | | | | \$ |
| | | | | \$ |
| | | | | \$ |

Total Audio Visual Material: \$ _____

10. SPECIAL MARKETING OPPORTUNITIES (TRAVEL SHOWS/FAM'S)

| Name of Show | Date | Location | Target Audience | Budgeted Cost |
|--------------|------|----------|-----------------|---------------|
| | | | | \$ |
| | | | | \$ |
| | | | | \$ |

Total Special Marketing Opportunities: \$ _____

11. MEDIA COMMUNICATIONS AND PUBLIC RELATIONS

| Name/Type of Project | Brief Description | Budgeted Cost |
|----------------------|-------------------|---------------|
| | | \$ |
| | | \$ |
| | | \$ |

Total Media Communications and PR: \$ _____

Specify selected contractor here: _____



Teamwork for Effective Arizona Marketing FY 2009 AOT Initiative Direct Incentive Funding Form

To apply for direct incentive funds complete this form and submit with the completed application. For additional information regarding AOT Initiative Direct Incentive Funds please refer to Section 3 of the FY2009 TEAM Guidelines.

Check the AOT Initiative that your organization is requesting direct incentive funds for, (only one project will be considered):

☐ **Branding**

Project Element

Print Placement/Production

☐ **Arizona Origins**

Project Element

Project Development

☐ **Go Green**

Project Element (Check One)

- ☐ Research/Strategic Planning
- ☐ Product Development
- ☐ Printed Materials

Project Name: _____

Project Cost: \$ _____

Provide a detailed description of the project:

Describe how this project qualifies as an AOT initiative?

Include all necessary support documentation for consideration including a copy of creative if applying for the Branding initiative.



Teamwork for Effective Arizona Marketing FY 2009 Affidavit in Support of Application

The undersigned authority, _____, on this day personally appeared before me
(Name of Administrative Official)
and is known to me to be the person whose name is subscribed to the following instrument, and having been duly sworn, upon oath, deposes and states as follows:

I have prepared this affidavit at the request of The Arizona Office of Tourism for the purpose of making an application for a public benefit or privilege. I hereby certify that I am a duly authorized representative of the organization identified below with the principal address as follows:

Organization: _____

Physical Address: _____

Amount contributing to the TEAM Grant Program: \$ _____

Source of funding: _____

I further certify that the above referenced organization is one of the two types of organizations identified below: (Please check the appropriate box)

- ☐ An organization recognized as the official destination marketing organization by a city or town.
- ☐ A Tribal entity promoting tourism.
- ☐ An Arizona based statewide tourism association.

I recognize that pursuant to Arizona Law, perjury constitutes a class 4 felony under A.R.S. Sec 13-2702 and a false swearing constitutes a class 6 felony pursuant to A.R.S. Sec 13-2703.

I declare the foregoing is complete and correct.

Executed this _____ day of _____, 20____ in _____, Arizona.

(Signature of Administrative Official)

Title: _____

Subscribed and sworn to before me this _____ day of _____ 20____ to certify which witness my hand and seal of office.

NOTARY PUBLIC

MY COMMISSION EXPIRES ON:



Teamwork for Effective Arizona Marketing FY 2009 Verification Clause

Verification

We, the undersigned certify that (1) this information is accurate; (2) We agree to comply with the guidelines as presented by the Arizona Office of Tourism; and (3) We agree to comply with all existing and appropriate local, state and federal guidelines. We certify that proof of non-profit status is on record with the Arizona Secretary of State's Office.

Sign and date this form and return it as part of your TEAM application.

Signature of Project Coordinator

Date

Signature of Administrative Official

Date



Teamwork for Effective Arizona Marketing (TEAM) FY 2009 Reimbursement Request

- May be sent at any time during the fiscal year and received by AOT **no later than** 5:00 p.m. Friday, May 29, 2009.
- Only TYPED reimbursement request forms will be accepted.
- Submit completed reimbursement request forms to: TEAM Grant Program
Arizona Office of Tourism
1110 W Washington, Suite 155
Phoenix, AZ 85007

Section A: Applicant Information

1. Entity Name: _____
2. Application Type: ☐ Individual OR ☐ Individual with Not-for-Profit Partner OR ☐ Regional
3. Mailing Address: Street or PO Box: _____ City: _____ State: AZ Zip Code: _____
4. Project Coordinator's Name and Title: _____
5. Telephone Number: _____ Fax Number: _____ E-mail: _____

Section B: Reimbursable Items

STRATEGIC PLANNING AND RESEARCH

| Name/Type of Project | Brief Description | Dollars Spent |
|----------------------|-------------------|---------------|
| | | \$ |
| | | \$ |

AOT Initiative Direct Incentive

| | | |
|--|--|--|
| | | |
|--|--|--|

Total Strategic Planning and Research: \$ _____

PRODUCT DEVELOPMENT

| Name/Type of Project | Brief Description | Dollars Spent |
|----------------------|-------------------|---------------|
| | | \$ |
| | | \$ |

AOT Initiative Direct Incentive

| | | |
|--|--|--|
| | | |
|--|--|--|

Total Product Development: \$ _____

PRINT PLACEMENT/PRODUCTION (MAGAZINE, NEWSPAPER)

| Publication Name | Ad Size/Color | Issue Date | Dollars Spent |
|------------------|---------------|------------|---------------|
| | | | \$ |
| | | | \$ |

AOT Initiative Direct Incentive

| | | | |
|--|--|--|--|
| | | | |
|--|--|--|--|

Total Print Placement: \$ _____

Exhibit E**BROADCAST PLACEMENT/PRODUCTION (RADIO, TELEVISION)**

| Station Call Letters | Designated Market Area | Spot Length | Broadcast Dates | Dollars Spent |
|----------------------|------------------------|-------------|-----------------|---------------|
| | | | | \$ |
| | | | | \$ |

Total Broadcast Placement: \$ _____

OUTDOOR PLACEMENT/PRODUCTION (BILLBOARD, BUSBOARDS, ETC.)

| Type of Placement | Highway Location(s) | County | Dates | Dollars Spent |
|-------------------|---------------------|--------|-------|---------------|
| | | | | \$ |
| | | | | \$ |

Total Outdoor Placement \$ _____

ONLINE ADVERTISING PLACEMENT/PRODUCTION

| Portal/Search Engine Name | Web Site Address | Description | Dates | Dollars Spent |
|---------------------------|------------------|-------------|-------|---------------|
| | | | | \$ |
| | | | | \$ |

Total Online Advertising Placement \$ _____

WEB SITE DEVELOPMENT

| Web Site Name | Web Site Address | Description | Dollars Spent |
|---------------|------------------|-------------|---------------|
| | | | \$ |
| | | | \$ |

Total Web site Development \$ _____

PRINTED MATERIALS (BROCHURES, MAPS, TRAVEL TRADE GUIDE, ETC.)

| Name/Type of Printed Material | Target Audience | Quantity | Distribution | Dollars Spent |
|-------------------------------|-----------------|----------|--------------|---------------|
| | | | | \$ |
| | | | | \$ |

AOT Initiative Direct Incentive

| | | | | |
|--|--|--|--|--|
| | | | | |
|--|--|--|--|--|

Total Printed Material \$ _____

AUDIO-VISUAL MATERIALS (FILM, VIDEO TAPE, SLIDES, CD-ROM, DVD, ETC.)

| Name/Type of Audio-Visual Material | Target Audience | Quantity | Distribution | Dollars Spent |
|------------------------------------|-----------------|----------|--------------|---------------|
| | | | | \$ |
| | | | | \$ |

Total Audio Visual Material \$ _____

SPECIAL MARKETING OPPORTUNITIES (TRAVEL SHOWS, FAM's)

| Name of Show | Date | Location | Target Audience | Dollars Spent |
|--------------|------|----------|-----------------|---------------|
| | | | | \$ |
| | | | | \$ |

Total Special Marketing Opportunities \$ _____

MEDIA COMMUNICATIONS AND PUBLIC RELATIONS

| Name/Type of Project | Brief Description | Dollars Spent |
|----------------------|-------------------|---------------|
| | | \$ |
| | | \$ |

Total Communications and PR \$ _____

Direct Incentive \$ _____

Section C: Total Spent

For approved items, TEAM will reimburse 50% of Grand Total Spent up to the organization's award amount. TEAM will reimburse 100% approved AOT Initiative Direct Incentive funds up to \$5,000.

Grand Total Spent \$ _____
 AOT office use only _____
 31111/ _____

Section D: Reimbursement Documentation

For each item listed in Section B, attach following documentation, as applicable, to the Reimbursement Request:

- ☐ **Proof of Charge from Vendor:** Submit legible invoice reflecting date, description and dollar amount. Monthly statements are not acceptable. Only itemized, dated invoices can be considered for reimbursement. A contract which states the charge for the item is also acceptable in cases where no invoice was issued.
- ☐ **Proof of Payment:** Proof of payment must be established prior to reimbursement. Any one of the following items can be used as proof of payment of the expense:
- Cashier's Checks – Include your copy of a certified check with each invoice. The cashier's check should only reflect payment for expenditure items that are part of the TEAM project.
 - Canceled Checks – Attach a photocopy of the canceled check to certify proof of payment. Your canceled check should only reflect payment for expenditure items that are part of the TEAM project. Checks are only considered canceled when the bank's clearinghouse has encoded the check amount in the lower right hand corner, or if the bank's stamp is affixed on the check indication "paid."
 - Copy of check or bank statement and payment receipt from the vendor.
- ☐ **Proof of Implementation:** Submit proof that the activity was actually performed. Documentation can include:
- Ad placement tear sheets (verifying date and name of publication). **Note:** ads must contain AOT "Grand Canyon State" logo as outlined in Exhibit F of these guidelines.
 - Insertion order.
 - Contract or comparable document from the third-party vendor.
 - Copies of audiotapes, videotapes, DVDs or promotional products created.
 - Invoice indicating actual broadcast times and dates.
 - Actual printed materials.
 - Trip reports from trade shows.
 - Billboard photographs showing content.
 - Copies of press releases and distribution list.
 - Copies of draft or final research documents and conclusions.

Section E: Signatures

The undersigned hereby confirm that all information contained in this Reimbursement Request is accurate and is in accordance with TEAM FY 2009 Guidelines. Two different signatures are required in order to process this document.

SIGNATURE _____ Date: _____

Name: (Project Coordinator) _____ Organization: _____

SIGNATURE _____ Date: _____

Name: (Administrative Official) _____ Organization: _____

Due date: Must be received by AOT no later than 5:00 p.m. Friday, October 31, 2008.

Mailing address: _____

| Street or P.O. Box | City | State | Zip Code |
|--------------------|------|-------|----------|
|--------------------|------|-------|----------|

Project start date: _____ Project end date: _____

Application type: ☐ Individual ☐ Individual with Not-for-Profit Partner ☐ Regional

Total award amount \$_____

Did your organization receive AOT Initiative Direct Incentive Funds? ☐ Yes ☐ No

If yes, describe how the initiative was incorporated into your organization's marketing plan and the added value it provided.

Describe the FY 2009 TEAM-funded marketing efforts of the organization:

Using the objectives and methods of tracking stated in your marketing plan, please provide the results of your TEAM funded projects.

Explain how the TEAM funded projects contributed overall to your organization's tourism goals and economic impacts and benefits to your community.

Please use additional pages, as necessary, to provide any additional information and documentation.



Teamwork for Effective Arizona Marketing (TEAM) FY 2009 “Arizona, Grand Canyon State” Logo Guidelines

“Arizona, Grand Canyon State” Logo Guidelines

The purpose of these logo usage guidelines is to help achieve a consistent and coordinated look in advertising and marketing materials produced for tourism promotion throughout Arizona. The uniform use of the "Arizona, Grand Canyon State" logo enhances the recognition of ads and maximizes our collective investment in marketing and media placement. These guidelines are provided to assist in communicating a consistent and positive identity for Arizona. To ensure the success of the Arizona branding and to guarantee the quality and consistency of Arizona's brand identity, each user of the logo must comply with the design guidelines provided in this document. For additional information please refer to the AOT style guides available on-line at www.azot.gov under the Branding section.

The AOT logo is available in four versions:

1. Black/white logo on black background
2. Black/white logo on white background
3. Four-color logo on white background
4. Four-color logo on black background



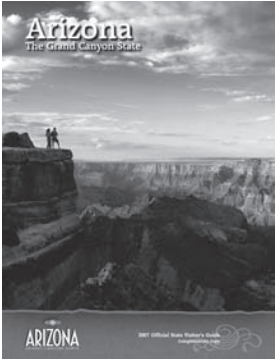
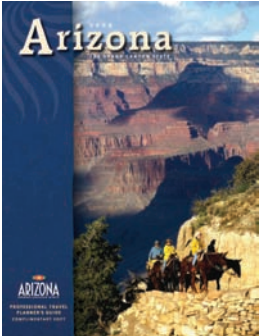
If you have any questions concerning logo usage, or if you need additional assistance, please contact Glenn Schlottman, Tourism Education and Development Manager, by phone at 602-364-3727, or by e-mail at gschlottman@azot.gov or Toni Cress-Kooi, Creative Services Manager, by phone at 602-364-3726, or by e-mail at tkooi@azot.gov.




Logo Usage Requirements

- The AOT logo can not be changed or modified in any way.
- AOT written approval for all TEAM-related marketing activities (i.e. EZ Advertising, Print Placement, Outdoor Placement, Internet Advertising, Printed Materials, etc.) is mandatory. Written approval may take up to 14 business days from the date of receipt.
- AOT logo is required on all EZ Advertising placements, unless notified by AOT.
- The AOT logo must be legible and of equal size to the participant's logo or must have reasonable equal visibility at AOT's discretion.
- AOT logo should only be placed on the bottom center, bottom right, or bottom left of an advertisement, billboard, printed material, etc.
- When utilizing the logo on printed materials such as a brochure, the logo is to be placed on the bottom 1/3 of the front or back of the collateral.
- When utilizing the logo on television spots, CD's, DVD or video/film production, the logo can not appear smaller than 1/3 of the width of the screen.
- Every ad placement or creative project, whether used in previous years, is required to have written AOT approval for FY 2009 prior to placement, production or printing.
- If the project is produced in four-color, AOT's logo must also be in four-color.
- 6 point type is the smallest that can be used for “Grand Canyon State”.
- AOT “Grand Canyon State” logo can not appear on a multi-colored, texture or picture background. The logo can only appear on a solid background where visibility is best.






Teamwork for Effective Arizona Marketing (TEAM)

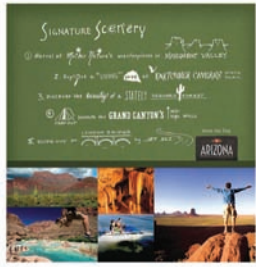



FY 2009 EZ Advertising Publication Profiles




| | | |
|---|--|--|
|  | <p>AAA: HIGHROADS</p> <p>Issuance. 6 X year</p> <p>Selected Insertions: Materials Due:</p> <p>November 2008 09/08/2008</p> <p>May 2009 03/07/2009</p> <p>Circulation 470,000</p> <p>Reader Profile-Median Age. 49</p> <p>Reader Profile-Median HHI. \$68,172</p> <p>Contact Michael Huffman</p> <p>Phone 877-416-3441</p> <p>Fax 928-922-0104</p> <p>E-mail mike@huffmanmedia.com</p> | <p>AAA Highroads is designed and written for AAA member of Arizona. Readers are affluent, well educated and participate in a wide range of outdoor activities. Highroads offers stories written by respected writers and nationally known authors who share their adventures and advice in every issue.</p> |
|  | <p>AAA: WESTWAYS</p> <p>Issuance. 8 X year</p> <p>Selected Insertions: Materials Due:</p> <p>November 2008 08/29/2008</p> <p>June 2009 03/28/2009</p> <p>Circulation 500,000</p> <p>Reader Profile-Median Age. 47</p> <p>Reader Profile-Median HHI. \$84,379</p> <p>Contact Michael Huffman</p> <p>Phone 877-416-3441</p> <p>Fax 928-922-0104</p> <p>E-mail mike@huffmanmedia.com</p> | <p>AAA Westways is edited for members of the Automobile Club of Southern California. It contains local and international travel information, information on automotive and insurance topics, and benefits and discounts that the AAA Southern California membership offers. It is divided into three main sections; travel, automotive and legislative news.</p> |
|  | <p>ARIZONA OFFICIAL STATE VISITOR'S GUIDE</p> <p>Issuance. Annual</p> <p>Selected Insertions: Materials Due:</p> <p>January 2009 09/18/2008</p> <p>Circulation 500,000</p> <p>Reader Profile-Median Age. 47</p> <p>Reader Profile-Median HHI. \$75,000</p> <p>Contact Kathleen Lockhart</p> <p>Phone 602-906-3085</p> <p>Fax 602-906-3785</p> <p>E-mail kathleen@hennenpmg.com</p> | <p>Arizona Official State Visitor's Guide (OSVG) is the official fulfillment publication for the Arizona Office of Tourism (AOT), and is the only magazine included in their primary information packet. It is the largest and most complete visitor publication in the state, and features detailed information.</p> <p>Added Value: Inclusion in BRC</p> |
|  | <p>ARIZONA PROFESSIONAL TRAVEL PLANNER'S GUIDE</p> <p>Issuance. Annual</p> <p>Selected Insertions: Materials Due:</p> <p>October 2008 7/25/2008</p> <p>Circulation 25,000</p> <p>Reader Profile-Median Age. n/a</p> <p>Reader Profile-Median HHI. n/a</p> <p>Contact Kathleen Lockheart</p> <p>Phone 602-906-3085</p> <p>Fax 602-906-3785</p> <p>E-mail kathleen@hennenpmg.com</p> | <p>Arizona Professional Travel Planner's Guide is the official fulfillment publication for the Arizona Office of Tourism's Travel Industry Marketing Division. This comprehensive statewide guide assists tour operators and travel agents in the United States and in key international countries.</p> |




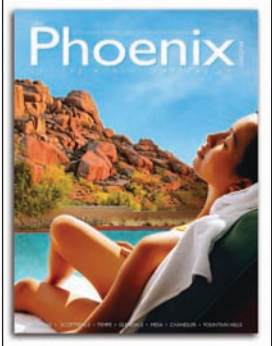
| | | |
|---|--|--|
|  | ARIZONA REPUBLIC/TUCSON'S ARIZONA DAILY STAR Issuance. Daily Selected Insertions: Materials Due: November 2 (Republic) 10/17/2008 November 9 (Star) 10/17/2008 June 7 (Republic) 05/22/2009 June 14 (Star) 05/22/2009 Circulation Arizona Republic 526,407 Circulation Daily Star 418,650 Reader Profile-Median Age. 42.6 Reader Profile-Median HHI. \$56,711 Contact Catherine Stewart Phone. 602-444-8433 Fax 602-444-2099 E-mail catherine.stewart@pni.com | The Arizona Republic is Arizona's leading provider of news and information. The newspaper has been published daily in Phoenix for more than 110 years. Added Value: Full color, travel guide online |
|  | AZCENTRAL.COM Issuance. Online Selected Insertions: Materials Due: September-June* 14 days prior Circulation 5.4 million monthly page views Reader Profile-Median Age. 72% 25-54 Reader Profile-Median HHI. \$50,000 Contact Rose Cerato Phone. 602-444-4756 Fax 602-444-8239 E-mail rcerato@azfamily.com | AZcentral.com is the official Website of The Arizona Republic, KPNX-TV NBC affiliate, and La Voz-Hispanic language newspaper. Added Value: Travel Great Getaways Newsletter listing and Hot Deals listing. |
|  | AZFAMILY.COM Issuance. Online Selected Insertions: Materials Due: September-June* 14 days prior Circulation 680,946 active registered users Reader Profile-Median Age. 41 Reader Profile-Median HHI. \$62,400 Contact Melissa Waller Phone. 602-207-3765 Fax 602-207-3297 E-mail melissa_waller@azfamily.com | A unique local site branded with KTVK-3TV, Azfamily.com is the largest local television website within the Phoenix DMA. azfamily.com has over 680,000 registered users and an opt in email database of over 240,000 registered users. With an average of a 17.5 minutes per visit and a monthly audience larger than that of a typical radio station, advertising on azfamily.com is sure to maximize your business' exposure. Added Value: 500 word advertorial write up in azfamily.com's travel section. Advertorial will be on splash page with photos, links to website and destination pin on Google map. Creative production included. |

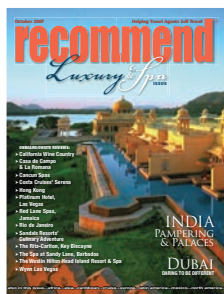
| | | |
|--|---|---|
|    | <p>BONNEVILLE RADIO – PHOENIX Issuance: Minimum 3 weeks Selected Insertions: Materials Due: TBD September-June 5 days prior</p> <p>KPKX-FM – ADULT HITS Adults 25-54 (Skew: Women 35-44) 30-second spots M-F 6a-8p Contact AmyAnn Rosales Phone. 602-200-2738 Fax. 602-200-2887 E-mail aarosales@987thepeak.com</p> <p>KTAR-FM – NEWS/TALK Adults 35-64 30-second spots M-F 6a-7p Contact Shelby Donley Phone. 602-200-2699 Fax. 866-619-5944 E-mail sdonley@ktar.com</p> <p>KTAR-AM – SPORTS Adults 25-54 (Skew: Male 35-44) 30-second spots M-F 6a-7p Contact Casey Charpio Phone. 602-200-2616 Fax. 866-341-7815 E-mail ccharpio@ktar.com</p> | <p>KPKX-FM: 98.7 The Peak is an Adult Hit radio station...70's, 80's Whatever We want. We have ranked in the top 5 Adult 25-54 for 13 consecutive Arbitron rating books.</p> <p>KTAR-FM: Arizona's heritage, credible news and information station. KTAR-FM continues to lead the market in weekly unduplicated listeners.</p> <p>KTAR-AM: Sports 620 - It's All Here. Home of ESPN, the Diamondbacks, Phoenix Suns, Arizona Cardinals and Arizona State Athletics.</p> <p>Added Value: Bonus spots given based on availability, 10% discount if all 3 stations are purchased, production included in cost</p> |
|  | <p>CANADIAN TRAVELLER Issuance: Monthly Selected Insertions: Materials Due: September 2008 08/08/2008 Circulation 14,000 Reader Profile-Median Age n/a Reader Profile-Median HHI n/a Contact Stephen Fountaine Phone. 250-861-9006 Fax 250-861-4811 E-mail stephenfountaine@canadiantraveller.net</p> | <p>Canadian Traveller (CT) is Canada's only destination focused travel trade magazine and has the following distinctions: the official sponsor publication of the Association of Canadian Travel Agencies (ACTA), the publisher of America Yours to Discover, recently appointed by Discover America Canada Committee & TIA as the official USA Destination Guide for Canadian Travel Agents. Published for over 20 years CT provides the destination information and keys sales tips that travel professionals need to sell destinations, like Arizona, more effectively.</p> <p>Added Value: All issues and supplements are posted on the Canadian Traveller website.</p> |

| | | |
|--|---|--|
|    | CITADEL RADIO – TUCSON Issuance. Minimum 3 weeks Selected Insertions: Materials Due: TBD September-June 5 days prior KIIM-FM – COUNTRY Adult 25-54 (Skews Female) 30 or 60-second spots M-F 6a-7p KHYT-FM – CLASSIC ROCK Adult 35-44 (Skews Male) 30 or 60-second spots M-F 6a-7p KSZR-FM – CLASSIC HITS Adult 35-54 30 or 60-second spots M-F 6a-7p Contact Lisa Lurie Phone. 520-696-2766 Fax. 520-887-7585 E-mail lisa.lurie@citcomm.com | <p>KIIM-FM: Year after year KIIM-FM consistently delivers results for advertisers. We do it with Today's Country Favorites, fun contests, the best Personalities in Tucson, and years of research and experience!</p> <p>KHYT-FM: "Tucson's Classic Rock Leader" Rock 107.5 is Tucson's ONLY radio station specializing in Classic Rock's biggest hits from the last 4 decades. If your goal is to communicate with Baby Boomers in their prime earning and spending years, you need Rock 107.5!</p> <p>KSZR-FM: "70's...80's... & Whatever!" 97.5 BOB-FM is original, combining Classic Hits with Adult Contemporary music...the result? The best music from the 70's, 80's, and whatever! Listeners will hear everything from Fleetwood Mac to Elton John, Bruce Springsteen, Cyndi Lauper, up to Hootie & The Blowfish and the Goo Goo Dolls. Listeners are between Gen-X and Baby Boomers, and BOB cuts through the clutter with imaging and presentation that's FUN!</p> <p>Added Value: Bonus spots given based on availability, "Great Places to Visit in Arizona" package includes premium logo and link on station website, page for sponsors with link to site. Production included in the cost.</p> |
|  | EAST VALLEY TRIBUNE Issuance. Daily Selected Insertions: Materials Due: April 2009-Arizona Getaways 04/06/2009 May 2009-Summer Escapes 05/11/2009 Circulation 82,699 Reader Profile-Median Age. 35.3 Reader Profile-Median HHI. \$73,200 Contact Martina Marshall Phone. 480-898-5638 Fax 480-898-6463 E-mail mmarshall@aztrib.com | <p>The Tribune proudly serves the thriving cities and communities of metropolitan Phoenix comprising the East Valley. In the northeast Valley: Scottsdale, Carefree, Cave Creek, Fountain Hills. In the Southeast Valley: Mesa, Tempe, Chandler, Gilbert, Ahwatukee Foothills, Apache Junction, Higley, Mesa, Queen Creek, Sun Lakes, Pinal County. The Tribune is published seven days a week and has sections on business, sports, East Valley Life, food, home and garden, technology, travel, and classified.</p> <p>ADDED VALUE: Advertorial equal to the space ordered.</p> |
|  | LOS ANGELES MAGAZINE Issuance. 12 x year Selected Insertions: Materials Due: Destination AZ 08/29/2008 April 2009 02/06/2009 Circulation 150,000 Reader Profile-Median Age. 52 Reader Profile-Median HHI. \$137,500 Contact Jennifer Sotelo Phone. 323-801-0030 Fax 323-801-0103 E-mail jsotelo@lamag.com | <p>Los Angeles Magazine is a regional magazine. A combination of feature writing, investigative reporting, service journalism and design covers the people, lifestyle, culture, entertainment, fashion, art/architecture and news that define Southern California. Los Angeles magazine addresses the needs and interests of the region and is a resource for an affluent population interested in a lifestyle that is uniquely Southern Californian.</p> <p>Added Value: Advertorial mention in TEAM section, resource directory listing, full page earns ad digitized and posted online.</p> |

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|  | MADDEN PREPRINT – 2008 AZ FALL INSERT Issuance. 1 X Selected Insertions: Materials Due: September 21, 2008 7/18/2008 Circulation 825,000 Reader Profile-Median Age. 45-64 Reader Profile-Median HHI. \$100,000 Contact Allison Cessna Phone. 520-275-6070 Fax 520-297-1910 E-mail aaccessna@maddenpreprint.com | An integrated multi-channel campaign targeting 825,000 subscriber households in key AOT markets. Primary emphasis will be placed on Long-Haul Primary Markets Chicago, Minneapolis/St. Paul, New York, Seattle. This campaign will target an affluent audience who travels frequently and spend aggressively. ADDED VALUE: Pre-campaign targeting, reader service listing, 120 days of electronic marketing promotion on vacationfun.com |
|  | MADDEN PREPRINT – CANADA INSERT Issuance. 1 X Year Selected Insertions: Materials Due: November 9, 2008 09/05/2008 Circulation 446,750 Reader Profile-Median Age. 45-64 Reader Profile-Median HHI. \$100,000 Contact Allison Cessna Phone. 520-275-6070 Fax 520-297-1910 E-mail aaccessna@maddenpreprint.com | An integrated multi-channel campaign targeting subscriber households in key AOT markets. ADDED VALUE: Pre-campaign targeting, reader service listing, 120 days of electronic marketing promotion on vacationfun.com |
|  | MADDEN PREPRINT – 2008 AZ SPRING INSERT Issuance. 1 X Year Selected Insertions: Materials Due: January 11, 2009 10/31/2008 Circulation 825,000 Reader Profile-Median Age. 35-64 Reader Profile-Median HHI. \$108,261 Contact Allison Cessna Phone. 520-275-6070 Fax 520-297-1910 E-mail aaccessna@maddenpreprint.com | An integrated multi-channel campaign targeting 825,000 subscriber households in key AOT markets. Primary emphasis will be placed on Long-Haul Primary Markets Chicago, Minneapolis/St. Paul, New York, Seattle. This campaign will target an affluent audience who travels frequently and spend aggressively. Added Value: Pre-campaign targeting, reader service listing, 120 days of electronic marketing promotion on vacationfun.com |
|  | MADDEN PREPRINT – AZ IN-STATE INSERT Issuance. 1 X Year Selected Insertions: Materials Due: May 17, 2009 03/13/2009 Circulation 500,000 Reader Profile-Median Age. 35-54 Reader Profile-Median HHI. \$94,848 Contact Allison Cessna Phone. 520-275-6070 Fax 520-297-1910 E-mail aaccessna@maddenpreprint.com | An integrated multi-channel campaign targeting 500,000 subscriber households in key AOT markets. Primary emphasis will be placed on the Short-Haul/ Instate Primary Markets of Phoenix and Tucson. ADDED VALUE: Pre-campaign targeting, reader service listing, 120 days of electronic marketing promotion on vacationfun.com |

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|  | <p>MADDEN PREPRINT – OPRAH INSERT</p> <p>Issuance. 1 X Year</p> <p>Selected Insertions: Materials Due:</p> <p>February 2009 Romantic Escapes 10/17/2008</p> <p>Circulation 500,000</p> <p>Reader Profile-Median Age. 43.6</p> <p>Reader Profile-Median HHI. \$71,400</p> <p>Contact Allison Cessna</p> <p>Phone 520-275-6070</p> <p>Fax 520-297-1910</p> <p>E-mail acesna@maddenpreprint.com</p> | <p>O, The Oprah Magazine is a catalyst that helps confident, intelligent, affluent women live their best life. With an emphasis on personal growth, it engages and addresses every aspect of a woman's life—the material, the intellectual, and the emotional. Madden Preprint Media's special travel sections are the only travel and tourism advertising in the magazine.</p> <p>ADDED VALUE: Reader service listing, 120 days of electronic marketing promotion on vacationfun.com</p> |
|  | <p>METRO NETWORKS - TUCSON</p> <p>Issuance. Traffic Sponsorship</p> <p>Selected Insertions: Materials Due:</p> <p>TBD September - June 5 days prior</p> <p>10-second spots read live plus 5 second billboard</p> <p>Circulation N/A</p> <p>Reader Profile-Median Age. N/A</p> <p>Reader Profile-Median HHI. N/A</p> <p>Contact Paige Harper</p> <p>Phone 480-607-4211</p> <p>Fax 480-607-4288</p> <p>E-mail paige_harper@metronetworks.com</p> | <p>When you hear TRAFFIC and NEWS reports... you're probably listening to Metro Networks. We are the largest supplier of traffic, news, sports, and weather programming to the broadcast industry. METRO NETWORKS is heard every day by more than 100 million people... in 200+ markets... on over 2000 stations.</p> <p>ADDED VALUE: Bonus spots given based on availability</p> |
|  | <p>NATIVE PEOPLES & HEARD MUSEUM PROGRAM</p> <p>Issuance. 6 X year</p> <p>Selected Insertions: Materials Due:</p> <p>November/December 09/10/2008</p> <p>Jan./Feb. & Heard Museum Program* 11/10/2008</p> <p>Circulation 50,000</p> <p>Reader Profile-Median Age. 56</p> <p>Reader Profile-Median HHI. \$111,000</p> <p>Contact Karen Shumar</p> <p>Phone 602-265-4855</p> <p>Fax 602-265-3113</p> <p>E-mail kshumar@nativepeoples.com</p> | <p>Native Peoples is edited for those with an interest in the arts, culture, history, future and "lifeways" of Native Peoples of the Americas.</p> <p>ADDED VALUE: Link to advertiser website from Native Peoples website, laminated counter card.</p> |

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|  | <p>NATURAL HISTORY</p> <p>Issuance. 10 X year</p> <p>Selected Insertions: Materials Due:</p> <p>October 2008 AZ Section 08/05/2008</p> <p>May 2009 AZ Section 03/05/2009</p> <p>Circulation 250,000</p> <p>Reader Profile-Median Age. 54.9</p> <p>Reader Profile-Median HHI. \$96,000</p> <p>Contact Rich Katz</p> <p>Phone. 310-710-7414</p> <p>Fax. 850-581-3622</p> <p>E-mail OnCourseMedia@aol.com</p> | <p>Natural History, a magazine of nature, science and culture. Our Authors--an assortment of archaeologists, biologists, astronomers, anthropologists, and top science writers--delve into our origins, explore our future, offer provocative new explanations of why we act the way we do, explaining our relationships with the rest of the living world, from the tiniest microorganisms to the largest creatures that ever walked the land or swam the seas.</p> <p>ADDED VALUE: 1/6 page bonus ad in issue of choice, reader service listing in-book and online, advertorial equal to ad space</p> |
|  | <p>OUTSIDE MAGAZINE</p> <p>Issuance. 12 X Year</p> <p>Selected Insertions: Materials Due:</p> <p>December 2008 09/19/08</p> <p>April 2009 02/18/2009</p> <p>Circulation 675,000</p> <p>Reader Profile-Median Age. 40</p> <p>Reader Profile-Median HHI. \$71,954</p> <p>Contact Robin Lee</p> <p>Phone. 310-765-1050</p> <p>Fax. 310-765-1060</p> <p>E-mail rlee@outsidemag.com</p> | <p>Outside is America's leading active lifestyle magazine, with over two million readers per month. For 30 years, we've been dedicated to covering the travel, sports, adventure, health and fitness, as well as the personalities, the environment, and the style and culture of the world outside. Along with many other accolades, Outside is the only magazine to receive three consecutive National Magazine Awards for General Excellence.</p> <p>ADDED VALUE: Reader service listing in-book and online.</p> |
|  | <p>PHOENIX MAGAZINE</p> <p>Issuance. 12 X Year</p> <p>Selected Insertions: Materials Due:</p> <p>February 2009 12/20/2008</p> <p>May 2009 Arizona Travel Guide 03/09/2009</p> <p>Circulation 68,676</p> <p>Reader Profile-Median Age. 54</p> <p>Reader Profile-Median HHI. \$179,737</p> <p>Contact Adrienne Honig</p> <p>Phone. 480-664-3960 ext 133</p> <p>Fax. 480-664-3963</p> <p>E-mail Ahonig@citieswestpub.com</p> | <p>Phoenix Magazine is a regional general interest magazine covering all aspects of life in and around the Valley of the Sun. Each month, the editorial coverage provides a mix of issue-oriented and service-oriented features that focus on the issues, personalities, events, customs and history of the rapidly changing Phoenix metropolitan area.</p> <p>ADDED VALUE: Travel Guide posted online with clickable links, Any advertiser purchasing a 1/3 ad or larger in the Arizona Travel Guide will get matching advertorial in the Arizona Travel Guide positioned geographically appropriate in the issue. The advertorial will be supplied by the client.</p> <p>Any advertiser that buys an ad in the February 2009 issue and the May 2009 Arizona Travel Guide will receive an additional 1/6 page 4C horizontal ad in any 2009 issue of choice at no charge.</p> |
|  | <p>PHOENIX OFFICIAL VISITORS GUIDE</p> <p>Issuance. Annual</p> <p>Selected Insertions: Materials Due:</p> <p>December 2008 10/03/2008</p> <p>Circulation 300,000</p> <p>Reader Profile-Median Age. 45-64</p> <p>Reader Profile-Median HHI. \$74,076</p> <p>Contact Becky Wright</p> <p>Phone. 480-946-4499 ext 18</p> <p>Fax. 480-946-5181</p> <p>E-mail bwright@maddenpreprint.com</p> | <p>The Phoenix Official Visitors Guide is the primary fulfillment piece used by the Greater Phoenix Convention & Visitors Bureau to promote the Phoenix area as a leading visitor destination. It is the largest and most complete visitor publication in the state.</p> <p>Added Value: Online link to advertiser's website from visitphoenix.com and vacationfun.com Online listing: photo, 25 word description and URL</p> <p>Opportunity to participate in eBrochure program and Arizona All Year sweepstakes on vacationfun.com</p> |

**RECOMMEND MAGAZINE**

Issuance. 12 X year
Selected Insertions: **Materials Due:**
 October 2008 09/12/2008
 January 2009 12/12/2008
 April 2009 03/05/2009
 Circulation 48,000
 Reader Profile-Median Age. N/A
 Reader Profile-Median HHI. N/A
 Contact Don Flanagan
 Phone 480-794-1807
 Fax 480-659-3506
 E-mail nonetlc@msn.com

Recommend Magazine is a trade magazine but does not cover trade news. Instead, it focuses on worldwide destinations and travel products, and looks and reads more like a consumer publication than a trade magazine. Its coverage reflects that as well, with themed issues and reviews of destinations, etc.

Added Value: Reader Service Listing in-book and online, (1) 120x60 banner ad the month the issue is running; 3 full pages earns editorial equal to the ad space.

**SUNSET MAGAZINE – TRAVEL PLANNER**

Issuance. 12 X year
Selected Insertions: **Materials Due:**
 November 2008 - Full Circ. 09/02/2008
 March 2009 Full Circ. 01/02/2009
 May 2009 – Southwest & Mountain. Circ. 03/02/2009
 Circulation 1,200,000 full circ. / 230,000 SW & Mtn.
 Reader Profile-Median Age. 53.7
 Reader Profile-Median HHI. \$78,532
 Contact Tricia O'Neill
 Phone 888-849-7032
 Fax 209-742-2211
 E-mail oneillt@sunset.com

Sunset, a regional lifestyle magazine, focuses on living well in the West. Written for educated, affluent homeowners who lead active lives. Sunset covers the four primary lifestyle categories of food, garden, home, and travel.


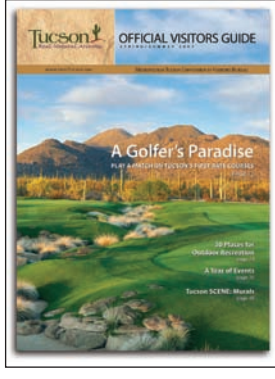


Added Value: Reader response listing, 3-month online listing at sunsetgetaways.com, 2+ insertions earns a free equivalent size ad in Sunset's Summer Travel Supplement

**TRAFFIC PULSE - PHOENIX**

Issuance. Traffic Sponsorship
Selected Insertions: **Materials Due:**
 TBD September-June 5 days prior
 10-second spots read live
 Circulation n/a
 Reader Profile-Median Age. n/a
 Reader Profile-Median HHI. n/a
 Contact Kelly Bitter
 Phone 619-308-5283
 Fax 619-583-4048
 E-mail kbitter@traffic.com

Traffic Pulse Network offers radio traffic sponsorships during drive times on 10 radio stations in Phoenix and 9 radio stations in Tucson.

Added Value: Bonus spots given based on availability.

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|  | <p>TRUE WEST Issuance. 10 X year Selected Insertions: Materials Due: 2008 Sourcebook 10/06/2008 January/February 2009 11/19/2008 April 2009 01/26/2009 Circulation 50,000 Reader Profile-Median Age. 47 Reader Profile-Median HHI. \$97,700 Contact Joel Klasky Phone. 480-575-1881 Fax 480-575-1903 E-mail Joel@twmag.com</p> | <p>True West magazine is edited for hard-core western enthusiasts, including members of the True West Maniac Club. From its coverage of Old West icons to historical events, information on books, music, travel or style, every issue is a source for living a True Western life.</p> <p>ADDED VALUE: Reader service listing, link to advertiser website from True West website</p> |
|  | <p>TUCSON OFFICIAL VISITOR'S GUIDE Issuance. 2 X year Selected Insertions: Materials Due: Fall/Winter 2008 07/14/2008 Spring/Summer 2009 11/14/2008 Circulation 180,000 Reader Profile-Median Age. 45 Reader Profile-Median HHI. \$74,076 Contact Becky Wright Phone. 480-946-4499 ext 18 Fax 480-946-5181 E-mail bwright@maddenpreprint.com</p> | <p>Tucson Official Visitors Guide is the primary response piece used by the MTCVB and supported by their multi-million dollar advertising campaign. The TOVG promotes the Tucson area and the state of Arizona as a leading visitor destination. Mailed to visitors upon request and prior to their arrive in Tucson. The TOVG is also available to arriving tourists at the Tucson Visitors Center and throughout hundreds of locations in Tucson and Southern Arizona, including Tucson International Airport.</p> <p>ADDED VALUE: Online listing on vacationfun.com- photo and 25 words of copy, Opportunity to participate in eBrochure program and Arizona All Year sweepstakes on vacationfun.com</p> |
|  | <p>US AIRWAYS MAGAZINE Issuance. 12 X Year Selected Insertions: Materials Due: November 2008 09/01/2008 February 2009 12/01/2008 Circulation 340,000 Reader Profile-Median Age. 50 Reader Profile-Median HHI. \$93,963 Contact Ernie Mulhollanda Phone. 602-997-7200 ext 13 Fax 602-997-9875 E-mail ernie@skyword.com</p> | <p>US Airways Magazine's editorial content is general interest with a focus on travel, popular culture, and service information for consumers. It addresses an upscale demographic and leans heavily towards American culture, lifestyle, and travel, but also covers western Europe, the Caribbean, and Latin American.</p> <p>Added Value: Will match ad space with editorial, will post TEAM section on magazine's website</p> |
|  | <p>W'EST Issuance. 1 X Year Selected Insertions: Materials Due: February 2009 12/01/2008 Circulation 120,000 Reader Profile-Median Age. N/A Reader Profile-Median HHI. N/A Contact Osamu Hoshino Phone. 801-266-3345 Fax 801-262-9570 E-mail ohoshino@comcast.net</p> | <p>The purpose of W'est is to meet the needs of growing interest in the region by the Japanese travel professionals and general consumer by providing a one piece magazine of the region. This publication provides an easy-to-read regional magazine in the Japanese language and introduces and exposes more of this region's attractions, suppliers and service providers to Japanese travel professionals and general consumers.</p> |



Teamwork for Effective Arizona Marketing (TEAM) FY 2009 Application Checklist

- ☐ One (1) original, completed, typed, tabbed, bound and signed application and (4) copies.
- ☐ Copy of the applicant's FY2009 TEAM Certificate.
- ☐ Completed FY2009 AOT Initiative Direct Incentive Funding Form, if applicable.
- ☐ Signed FY 2009 Affidavit in Support of Application.
(Regional applications must include a signed affidavit from each regional partner).
- ☐ Signed FY 2009 Verification Clause.
(Regional applications must include a signed Verification Clause form from each regional partner).
- ☐ IRS documentation that identifies applicant's 501(c)3 or 501(c)6 status.
- ☐ Printing Estimates if applicable.
- ☐ Postage fulfillment estimates(s) if applicable.
- ☐ Scope of work for all outside vendors.
- ☐ A marketing plan that includes all elements as outlined in Section 4.4 (D) of the FY2009 TEAM Guidelines.
- ☐ EZ Advertising only – a copy of the fulfillment piece.
- ☐ Regional applications only: Evidence that the region can support a five-day tourist oriented itinerary and a combination of at least five hundred (500) hotel beds, campground sites, and/or recreational vehicle sites with the region